

Oberalp Group starts new construction of DYNAFIT headquarters in Kiefersfelden

Groundbreaking ceremony for the new home of the snow leopard

The South Tyrolean group breaks ground for the new headquarters of its Dynafit brand.

Kiefersfelden (Bavaria - Germany), February 16, 2022 - A brand needs a home. The mountain sports brand for athletes DYNAFIT will in the future be based at the gateway to the Alps in Kiefersfelden in Upper Bavaria. Today, the Oberalp Group, the brand house for mountain sports brands DYNAFIT belongs to, broke ground on the new headquarters building. Two striking buildings with offices, a climbing hall, a restaurant, and a brand experience centered around the topic of speed are being built on 6,700 square meters.

Heiner Oberrauch, President of the Oberalp Group, broke ground with an avalanche shovel following the brand. Also present were Rosenheim District Administrator Otto Lederer, the mayor of Kiefersfelden, Hajo Gruber, as well as Oberalp CEO Christoph Engl and the management of DYNAFIT. The architectural landmark with the two interlocking triangles is a plan by the renowned architectural firm "Barozzi-Veiga" from Barcelona and the winning project of a previous architectural competition. The construction work will take around 18 months.



Groundbreaking of the new headquarters – left to right: Benedikt Böhm, General Manager Dynafit, Christoph Engl, CEO Oberalp Group, Heiner Oberrauch, President Oberalp Gruppe, Axel Brosch, General Manager Oberalp Central Europe, District Administrator of Rosenheim Otto Lederer, Mayor of Kiefersfelden Hajo Gruber

"Every brand needs a home, and this is the heart place," emphasizes Heiner Oberrauch, President of the Oberalp Group. "Today, we succeed in taking a big and long-awaited step for our performance and athlete brand DYNAFIT. We are convinced that this brand and this location form a perfect symbiosis. Directly on the mountains, surrounded by an alpine scenario, DYNAFIT can show its brand DNA. With this landmark at the gateway to the

Alps, right on the border between Germany and Austria, we invite mountain enthusiasts into an extraordinary brand world."

"We position ourselves strategically exactly between Munich, Innsbruck and Salzburg and thus in the center of our field of activity. I am convinced that as a young, dynamic brand we can strengthen the region and help shape the community of Kiefersfelden," adds Benedikt Böhm, Managing Director of DYNAFIT. "Our claim to be the brand by athletes for athletes is not an empty slogan. Mountain endurance sports are lived in our team, so there couldn't be a better location for DYNAFIT."



Rendering of the new Dynafit HQ

Jobs for 120 people will be created in Kiefersfelden; already in the next few months, some employees of the Oberalp Group will be working from a specially rented office in the center of Kiefersfelden.

DYNAFIT realizes a brand experience with a glass factory and showcases the concept of speed

With a brand experience world, the so-called "Speed Factory" DYNAFIT will show how to be faster and lighter in the mountains. This glass factory "lets visitors look into the R&D lab of the DYNAFIT products. In a ski manufactory, everyone will even build their own ski with a special design. With the "Bivac2" restaurant, the Oberalp Group has set itself the goal of providing a healthy delight directly on the highway before entering the mountain worlds of the Alps.

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The Oberalp Group is a family-owned and management-led company headquartered in Bolzano, northern Italy. Heiner Oberrauch founded the company in 1981; the group employs roughly 700 people, runs ten subsidiaries in Europe and the United States, and serves 3,500 customers in over 60 countries worldwide. In addition to the development and production of mountain sports articles, the company also operates as a distribution partner of sports-based brands. The formerly Munich-based SALEWA brand has been part of the Oberalp Group since 1990. Over the years, the group has acquired the brands DYNAFIT, POMOCA, WILD COUNTRY, and EVOLV. In 2022, the group launched the new mountain brand by women for women LaMunt. The family business relies on the courage to break new ground continuous innovation in products, processes, and thinking. A conscious, sensible approach to the environment and resources and a passion for sport and mountains are the foundation of a living corporate culture. Since 2019, the Oberalp Group's sustainability report "Contribute" has been published simultaneously with the balance sheet figures. For the fifth time in succession, the company was the only enterprise in Italy to be awarded the "Leader Status" of the NGO "Fair Wear Foundation".

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